UX Research Study — Plan Template Google UX Design Certificate

| **Introduction** | * **Title:** Usability study of an App about tutor services and booking system * **Author:** Jana Nozickova, UX designer at ABC, jana.nozickova@abc.com * **Stakeholders**: Tutoring app senior executives, including Monica Blue   (VP of Sales) and Fernando Rodrigues (Chief Marketing Officer)   * **Date**: 10.2.2024 * **Project background**: We’re creating a new app and a responsive website based on tutor services and booking system. There are two user flows - student and tutor. Users (students) can search and find a tutor for specific areas, then join online or offline at specific times. We need to find out if the main user experience, searching, booking and video calling from the menu is easy for users to complete. Users (tutors) can insert their description and their time requirements. When somebody books the tutor, they can chat with each other and join online. We’d also like to understand the specific challenges that users might face in the searching ordering processes. * **Research goals**: Determine how users think, feel, and behave while interacting with the prototype, including how easy it is for them to complete the main user flow and book the tutor (as a student) and realize a video call (as a student of a tutor). |
| --- | --- |
| **Research**  **questions** | * How long does it take a user to go through the booking in the app? (student) * What are the steps that users take to book and join video calls? (student) * Are there parts of the user flow where users get stuck? (both students and tutors) * Are there more features that users would like to see included in the app? (both students and tutors) * Do users think the app is easy or difficult to use? (both students and tutors) |
| **Key Performance Indicators**  **(KPIs)** | * Time on task * User error rates * System usability scale (SUS) |
| **Methodology** | * Unmoderated usability study * Location: Brno, remote (each participant will complete the study   in their own home)   * Date: Sessions will take place on March 1 (weekday, throughout the whole day) * Length: Each session will last 10-20 minutes, based on a list of prompts * Compensation: 20% discount for the first lecture or 10 Euro gift card. |
| **Participants** | * Participants are diverse, as tutoring services can help wide range of people * Two males, two females, and one nonbinary individual, aged 6 to 60. One participant is a person with a visual impairment. Three students, two tutors. * The study is accessible for use with a screen reader and a switch device. |
| **Script** | During unmoderated usability study   * Prompt 1 (student): Get the home screen and search tutors   + Prompt 1 follow-up: How easy or difficult was it to reach the home screen? Is there anything you would change about the process? * Prompt 1 (tutor): Get the home screen and add all information about you, including time available in the calendar.   + Prompt 1 follow-up:How easy or difficult was it to reach the home screen? Is there anything you would change about the process? * Prompt 2 (student): Choose and book the tutor.   + Prompt 2 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of booking the tutor? * Prompt 2 (tutor): Check your reservations and information included.   + Prompt 2 follow-up: How easy or difficult was this task to complete? Is there anything you would change about the process of listing reservations? * Prompt 3 (student): Start and finish the video call.   + Prompt 3 follow-up: How easy or difficult was it to complete the task? Is there anything you would change? * Prompt 3 (tutor): Start and finish the video call.   + Prompt 3 follow-up: How easy or difficult was it to complete the task? Is there anything you would change? * Prompt 4 (student): Add feedback and book new lessons.   + Prompt 4 follow-up: How easy or difficult was it to complete the task? Is there anything you would change? * Prompt 4 (tutor): Reach chat.   + Prompt 4 follow-up: How easy or difficult was it to complete the task? Is there anything you would change?   After Unmoderated usability study.  Participants will complete the System Usability Scale. Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”   * + I think that I would use this app frequently.   + I found the app unnecessarily complex.   + I thought the app was easy to use.   + I think that I would need the support of a technical person to be able to use this app.   + I found that the various functions in this app were well integrated.   + I thought there was too much inconsistency in this app.   + I would imagine that most people would learn to use this app very quickly.   + I found the app very awkward to use.   + I felt very confident using the app.   + I found the payment system frustrating. |